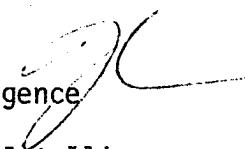


10 August 1978

MEMORANDUM FOR: Director of Central Intelligence 
THROUGH: Deputy Director of Central Intelligence
FROM: Herbert E. Hetu
Director of Public Affairs
SUBJECT: Public Affairs Advisory Group

1. Action Requested: That you approve the establishment of a Public Affairs Advisory Group (PAAG).

2. Background: The objective is to foster better coordination of Public Affairs activities with Agency components, to provide for a greater exchange of ideas about various Agency programs, and to assist the Public Affairs Office in the organization and maintenance of an Agency-wide Speakers Bureau.

Public Affairs officers are in daily contact with offices throughout the Agency in the continuing quest for appropriate responses to queries from the media and the public. The Public Affairs Office also responds to numerous queries from employees on a wide range of questions concerning the media. These contacts with employees frequently reveal areas of misunderstanding and/or misinterpretation of public affairs and, on the plus side, often generate ideas and suggestions that are used to good advantage. It is believed that the opportunity for a regular exchange of ideas at periodic meetings of a PAAG will enhance the consistency, articulation, and informed judgments that pertain to the Agency's public affairs activities.

There also exists a need for a more structured approach to the many opportunities we have to provide Agency speakers to a variety of official and public fora. Lack of organization and resources cause us to turn down many more speaking engagements than we are able to accept. Many of these represent important opportunities to tell the story of U.S. foreign intelligence, to describe the role of the DCI in government, and to generally put the Agency's best foot forward. Similarly, many of our people accept speaking engagements independent of the advice and assistance that a formal

bureau might provide--briefing aids, travel advice, background material, current policy statements, pitfall briefings, etc. It is expected that the PAAG members will play an important role in developing the Speakers Bureau and in a liaison capacity.

3. Recommendation: That you approve the establishment of a Public Affairs Advisory Group and sign the implementing memorandum attached

Herbert E. Hetu

Attachment

APPROVAL

Rep

Director of Central Intelligence

DATE: *August 15, 1978*

DISAPPROVAL

Director of Central Intelligence

DATE:

15 August 1978

MEMORANDUM FOR: See Distribution

FROM: Director of Central Intelligence

SUBJECT: Public Affairs Advisory Group

1. A Public Affairs Advisory Group (PAAG) is hereby established under the chairmanship of the Special Assistant to the DCI for Public Affairs. The PAAG will convene at the call of the chairman. The objectives of the PAAG are:

--to provide for an Agency-wide exchange of information and ideas related to the Public Affairs role; and

--to assist in organizing and maintaining a Speakers Bureau.

2. You are asked to name a representative to the PAAG. Your response, in addition to any questions you may have concerning the duties and qualifications of your representative, should be directed to Herbert E. Hetu, extension 7676.

STAT

 STANSFIELD TURNER

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